

10-1000-1000-1000-1000

Half Price!

Here's Your Chance!

WITHOUT RESERVE ALL WOOL DRESSES AND COAT SUITS

Half-Price

To the end that all will be sold by Saturday night we make this ridiculous low price.

Remember, all Wool Dresses and Coat Suits for ONE HALF ORIGINAL PRICE.

Every Suit, every Dress this season's best styles—all strictly new models.

COME QUICK AND GET FIRST PICK.



We Are Showing

The Finest Line of Imported Chinaware

that has ever been shown in the city. Now is the time to buy, while stock is complete.

Armistead & Ende

Blank Books

For the new year you will need some new Blank Books. We have them in all sizes and at prices to suit. A big stock of Typewriter Paper, Ribbons, Carbon Paper, Etc.

LET US SUPPLY YOU.

GEE'S DRUG STORE.

Condensed Chile

THE BEST CHILE ON THE MARKET—A TRIAL IS ALL WE ASK.

Gee Bros. Meat Market

PROMPT DELIVERY. BOTH PHONES.

Alfred Benjamin Clothes



R. N. WHITE

The Haberdasher

NEWS IN BRIEF.

Weather Bureau.
Wednesday, Colder. Temperature yesterday, minimum 41 degrees; maximum 70 degrees.

The Bergen Club.
The Bergen Club will meet with Mrs. A. R. Helms at 3 o'clock this afternoon.

Will Entertain.
Miss Lillian Kennedy will entertain the Dies-Nathan College club Friday night.

Was Carried Home.
Mrs. H. W. Shields, who has been in a local hospital for three weeks, was carried home yesterday. She is slightly improved.

In Her New House.
Yesterday Sun Bass and family moved into their handsome new home on West Lee street, where they are pleasantly located.

Marriage Licenses.
Roy F. Jones and Gladys Williams, T. E. Kwing and Goldie Hoover, W. C. Berry and Mattie Aldridge, Frank R. Biegger and Lizzie Mae Mitchell.

A New Home.
B. S. Chandler is building a handsome home on South Wesley street. It will be a five room house, with bath and garage, and with all modern improvements, and one of the handsomest homes on South Hill.

Visiting Friends.
Mr. Walter E. Taylor, architect, of Fort Worth, was visiting friends here yesterday. Mr. Taylor says 1910 has been the most successful business year he has ever had and that his prospects for 1911 are bright.

Came to Fayetteville.
Rev. W. T. Wilson left yesterday for Fayetteville, Ark., where he will be pastor of the Christian church. Mrs. Wilson and daughters will leave tomorrow for that city.

Here to Remain.
Green Ott, who has been with the Texas Oil Company at Dallas for some time has come to Greenville to remain and will be in charge of the office of the company here. His many friends welcome him back here again.

Secured Doll.
Mr. Pete Cain was the successful contestant in the Samson candy writing contest at the Greenville Convention. According to the judges, Miss Sue Woods and Co. were the winners. Mr. Cain wrote the word "Samson" 500 times on an ordinary post card and was awarded a hand some doll.

At the Colonial.
"The Flight of Red Wing" is a big Indian story and "The Disappearance of the Infant Hero" is a Yankee detective story featuring the "Yankee Doodle" in another thrilling adventure. This company puts out especially good stories of this kind and the one today is said to be one of their best.

A Pleasant Treat.
Albert Truett, manager of the Greenville Confectionery Company, treated the night force of the Herald to a generous supply of fruits and cigars for which their best thanks are hereby tendered. The Greenville Confectionery company handles the best of fruits and cigars and is becoming a more popular resort all the time under the able management of Albert Truett.

An Original Subscriber.
We, A. Willoughby was in the city yesterday and made a pleasant call on the Herald. Mr. Willoughby was one of the original subscribers when the Herald was started and subscribed toward securing the hand press on which it was first published. He is one of the best farmers in the county and an ex-Confederate soldier. His visits to the Herald office are always appreciated.

At the Lyric.
Kenmore and Swanson Sisters feature an unusually good novelty, "Maid of the Human Doll." It's a very clever piece of work that mystifies at first and then delights when it is realized that the doll is really alive. They sing and dance and talk some too. All in all it's a mighty good act. The motion picture which are being offered are first class.

To Call By Number.
The new directory of the Southwestern Telephone and Telegraph Company will be out in a few days. The company has decided to inaugurate the system of calling by numbers, and in this they should receive the hearty cooperation of their patrons. It is unnecessary to expect the operators to know the numbers of all telephone patrons, and when names are given more or less time is necessarily consumed. The system of calling by number permits generally, except in small towns, and whatever adopted has resulted in improved service.

The Aeroplanes Girl.
The vaudeville offering at the King last night by the Sullivan-Constitution company was a thorough treat to the large audience which saw it. The feature of the program was Miss Freda Klemm, "The Aeroplanes Girl" and it was a joy to the latest thing in vaudeville. In her act she swung out over the audience singing an invitation to join her and guiding the plane over the entire house. Then there was William & McElroy in a comedy sketch, Col. Ned the king of the choruses, given three encores, and Leo Earl company in a comedy sketch and Billy Broad, the wandering minstrel. The entire program was made up of high class offerings and was well received.

PERSONAL MENTION.

Items of Interest of Those Who Come and Go.
Miss Laura Manning is visiting in Leonard.

Mayor T. E. Byrd went to Tyler last night.

Dr. Joe Bottom went to Fort Worth last evening.

Jeane Jones, of Dallas, was in the city yesterday.

Miss Nina Gurley was a visitor to Dallas yesterday.

Paul Novinsky returned yesterday to Oklahoma City.

J. D. Stuart returned yesterday from a visit in Denison.

Dan Uphogrove, of Dallas, was in the city yesterday.

Miss Grace Arnold returned to Ft. Worth last night.

Miss Dora Lovenstein is home from a visit at McKinney.

Mr. and Mrs. Jeff Miller are home from a visit at Royce.

Miss Kate Platt is visiting in Blue, Okla., for a few days.

Mr. and Mrs. Bob Lattimer returned Rockwall yesterday.

Leon Nosenk was a business visitor to Winnsboro yesterday.

Miss Lou Rawson, of Dallas, is visiting friends in the city.

Mr. and Mrs. C. O. Brooks spent Christmas in Wolfe City.

Leon Schiff is on a business trip to Dallas and Fort Worth.

Dr. H. T. Arvin left yesterday for a trip to Southern California.

Miss Cora Davis will go to Leonard today to visit her home folks.

Assistant Postmaster Eph Fields returned from Dallas last night.

Joe Zingraff, of Parsons, Kan., spent Sunday visiting relatives here.

Miss Will Gibson has gone to Dallas to visit friends during the week.

Miss Elizabeth Johnson, of Dallas, is visiting Miss Christine Harrison.

Roberts R. Todd, of Kansas City, is visiting Mrs. A. S. Haislip and family.

Mrs. J. E. Morris and daughter are visiting Mr. Morris' father at Pittsburg.

Miss Frances Cushman returned to Dallas yesterday after a short visit here.

Mrs. Beniah McAdams, now of Dallas, has gone to Sweetwater for a visit.

Hubert Harrison returned to Dallas yesterday after a holiday visit at home.

Curts Larmer and wife spent Christmas with the home folks at Campbell.

Mr. and Mrs. Clarence Sinclair are here from Bowie on a visit to Mr. and Mrs. W. E. Sinclair, parents of Mr. Sinclair.

Mrs. J. V. Parish has returned from Denison where she has been visiting home folks.

Miss Edith Parish has returned from Bowie and Dallas where she has been visiting friends.

Mr. and Mrs. King Higgins, of Wolfe City, are visiting Mr. and Mrs. J. P. Campbell.

W. A. Dawson, E. E. King and Har- Taylor, of Midland, Texas, are visiting in the city.

Mr. and Mrs. Fred Rayzor, guests of Mrs. J. C. Edmund, returned to Denison yesterday.

Rev. E. B. Fischer, of McKinney, was in the city yesterday and went over to Commerce.

with friends and relatives. Sam Howell, of the local postoffice force, spent Christmas day with his father's family near Fairlie.

Mrs. H. W. Martin, of Galesville, arrived last night and is the guest of Mr. and Mrs. O. A. Murphy.

Mr. and Mrs. Frank Alexander, guests of Chas. McKinney and family, returned to Dallas yesterday.

Edward Kido, of Elk City, Okla., spent Christmas with relatives here, and returned home last night.

Mrs. J. T. Murphy, who has been the guest of her son, O. A. Murphy, has returned to her home in Royce.

Mrs. Maud Shepherd will leave this morning for Durant, Okla., to spend a few days with friends and relatives.

Mrs. W. C. Weeden, who has been visiting her parents, Mr. and Mrs. J. W. Castleberry, returned to Royce yesterday.

S. G. Douglass, of Ponca City, is here visiting his brother Pat Douglass and his parents, Mr. and Mrs. P. C. Averitt.

Claxton Edmunds, who has been visiting his mother, Mrs. J. C. Edmunds, left yesterday for headquarters in Chicago.

J. W. Seaman, who has been visiting his daughter, Mrs. Lindsey Warren, will leave tonight for his home in Canton, Pa.

Hon. Albert Rollins, of Canyon City, is here for a few days. He came over from Merit where he visited with his father, J. Mart Rollins, and family.

Dr. R. W. Bonds and family of Ponca, who have been visiting Rev. and Mrs. Don Bonds and other relatives, left for their home yesterday morning.

Bob Story, of Durant, Okla., spent Christmas with Col. Ed Bennett and family. He will return to Durant today leaving his family here for a longer visit.

A. W. B. Stinson, of Durant, Okla., and W. W. Stinson, of Bokchito, Okla., have been visiting Hon. Sam D. Stinson of this city and relatives at Campbell, left yesterday for their homes.

Tulsa's Drouth Broken.
Tulsa, Okla., Dec. 27.—The first rain of any consequence with its months fell in this section today, breaking the longest drouth in the history of the state. The rain comes as a most acceptable Christmas gift to the farmers and stockmen.

Dr. D. B. Waddle, specialist, eye, ear, nose and throat. Glasses fitted. Opera House block.

If you "want to live" use Elk or Dixie shortening; satisfies the appetite, lengthens the life. Demand it.

FOR THE WINTER DAYS!
Our Hot Chocolate.

Real winter drink you'll agree with us that a better, more delicious, refreshing, warming beverage couldn't be had.

Served with dainty crackers and cream 10 cents.

JONES & ALEXANDER

LYRIC THEATER

Program Today
KENMORE and SWANSON SISTERS

Featuring MAZIE, Human or Doll? A Really First-Class Novelty. Delights the Children as well as their Parents.

THREE SHOWS, 2:30, 7:45, 8:45. ADMISSION 10c

COLONIAL THEATER

All new motion pictures.
The best of illustrated songs.

OUR AIM
Is To Give Satisfaction
A satisfied customer is our best advertisement. We will give a Premium to anyone who will "show" us a dissatisfied customer.



VISIT OUR STORE

And be convinced that we have the goods, and are making prices on Furniture which—

Deserves Your Patronage
A nice line of Art Squares, Rugs, Lace Curtains, Etc. A call from you will be appreciated.

J. W. SINCLAIR

Reductions on All Ladies' Tailored Suits

We can safely say, the greatest suit values ever offered in December. Here are stylish Tailored Suits of every description in all the wanted materials and colorings at reductions you usually get the latter part of January for a broken-up stock. **ENTIRE STOCK TAILORED SUITS AT—**

1-3 Less Than Marked Price
REDUCTIONS ON ALL DRESSES

Take your pick of any street dress, afternoon or evening gown and save a third on it. Stylish Dresses of wool serges and chiffon panama, rich soft voile, marquisette and chiffon, in all the approved styles. Now your choice at—

1-3 Less Than Marked Price
Stylish Long Coats, All Reduced in Price

Every Coat in the store has a special price charm these days. Long Black Broadcloth Coats, Tuxedo and Scotch mixtures and diagonal effects all going at Cut Prices.

Women's Rain Coats of Rubberized Silk and Wool Cravenette, fancy stripes and diagonal effects.

Graham Brothers

THE QUALITY AND STYLE STORE



We carry a good coffee that sells for a moderate price—our Indiana Coffee—that made for the pound, for aroma, genuine deliciousness of flavor and real strength this coffee is equalled only by that which retails at prices considerably higher than what we ask for this—one trial convinces.

Glen A. Coulson

Up-To-Date Jeweler.

Noble & Kimbrough



A MERRY CHRISTMAS.
The season of joy, peace, and good will is with us again and we wish our friends and customers a MERRY CHRISTMAS and we assure them of our best wishes.

Pennington & Wilson
MEN'S FURNISHERS.

Richard Hudnut's
Extracts, Toilet Water, Creams, Nail Polish, etc. A full line of these famous goods. Look at our window.

Ford & Pennington
Retail Store Lowmyer Candy

Do You Shave Yourself?
IF SO, YOU NEED A SAFETY RAZOR. WE HAVE ALL KINDS. THEY MAKE GOOD PRESENTS.

Turners Pharmacy
HOME OF GOOD DRUGS.

If We Owned a Boy Like Yours

The Garland Trade Mark

Garland Stoves and Ranges
The World's Best

Stands for all that's good in Ranges. They are the accepted Range of the world, the best made. We are sole agents here, and we carry at all times a variety of styles that will please the most particular housewife.

It's a pleasure to us demonstrate these Ranges, and to begin the New Year right let us install one in your home. They are guaranteed.

Beall Hardware and Implement Co.

G. A. Pfaeffle
The Leading Jeweler